

How the bold get beautiful

Marina Correa examines the cult of the celebrity gymmer — and gives you the lowdown on the gyms they inhabit

Julia Roberts credits her fitness to good genes but not everyone can be as lucky as her. For the rest of the world gymming is the only recourse they have to looking good. And who knows this better than the Mumbai celeb?

You see them at parties their biceps popping, their abs good enough to iron clothes on and their gluts engineered to perfection. Is that God given, you wonder — and

up from there. He bequeathed it to Hrithik Roshan, who passed it on to Suniel Shetty. Then there seemed to be a virtual epidemic. Shah Rukh caught the bug and so did Aamir; and Saif and Soha and Shilpa and Priyanka right up to Ram Gopal Verma, Sonu Nigam and Shekhar Suman. (Eeks!)

Meanwhile south Mumbai was pumping iron very well thank you. Anil Ambani's super deluxe personal gym with every conceivable machine is a thing of legend. Industrialists were doing it. Socialites were doing it. And after Pritish Nandy introduced the concept of buff into *The Times of India's* corridors — even media people were doing it!

Very soon terms words like Pilates, water aerobics, spinning, vibrogyming, kick-boxing and power

yoga became part of the Mumbai celebrity's lexicon. Leena Mogre, director, Leena Mogre's Fitness attributes the celeb's obsession with fitness to high stress levels, high blood pressure and of course — the need to look good. "Fitness is next only to breathing," she says, a bit enigmatically.

Madonna is said to be a big fan of working out on the power plate. And closer home, the power plate was made famous by Shah Rukh Khan who purchased the equipment for a full body circuit training which earned him his now famous six-pack abs. Amisha Patel is still receiving compliments for her sexy avatar in *Thoda Pyaar Thoda Magic*. The actress has been working hard in the gym along with not

one but two trainers. And of course Aishwarya Rai's bootilicious bod in *Dhoom-II* had all evidence of some serious gymming.

And what's best is that for those with the hunger in their belly to look a million dollars and disposable income, there's a universe of gymming equipment to choose from: the vibrogym, SPARQ training equipment and Vi-Fit, are only some of the toys that the big boys (and

girls) can choose from.

So welcome to the world of the celebrity gymmer. Fitted out in Nike from head to toe, sipping an organic veggie juice, IPOD strapped to chest and a blue tooth device to enable their connectivity — the celebrity gymmer is a fascinating sub species. Remember those paparazzi pix of Princess Di on her way to her terribly exclusive, awfully up market London gym?

Look what she started!

Continued on Page 2
Gyms Celebrities Frequent

LIFESTYLE DICTIONARY

Each week, one word to enhance your lifestyle quotient

baroque - adjective (buh-rokh)

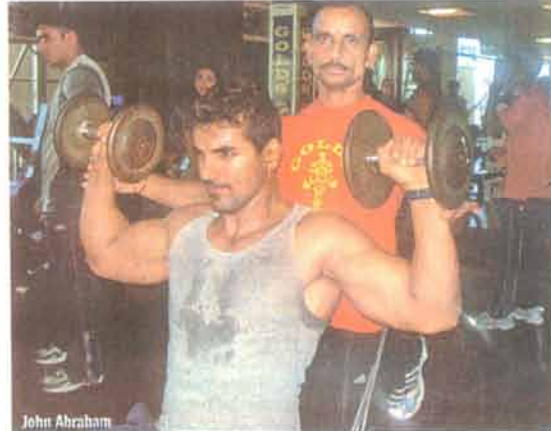
- of or pertaining to a style of architecture and art originating in Italy in the early 17th century.

- of or pertaining to the musical period following the Renaissance, extending roughly from 1600 to 1750.

- extravagantly ornate, florid and convoluted in character or style; the baroque prose of the novel's more lurid passages.

then of course — two vodka shots down — and they're boring you with the details of their recumbent bike. Ho hum, save us from the vanities of the gym-obsessed celeb.

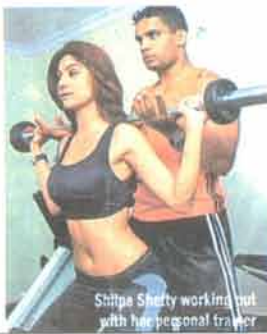
As these things go, it was Sanjay Dutt who introduced the gymming bug to Mumbai via the Pali Hill constellation. Salman Khan picked it



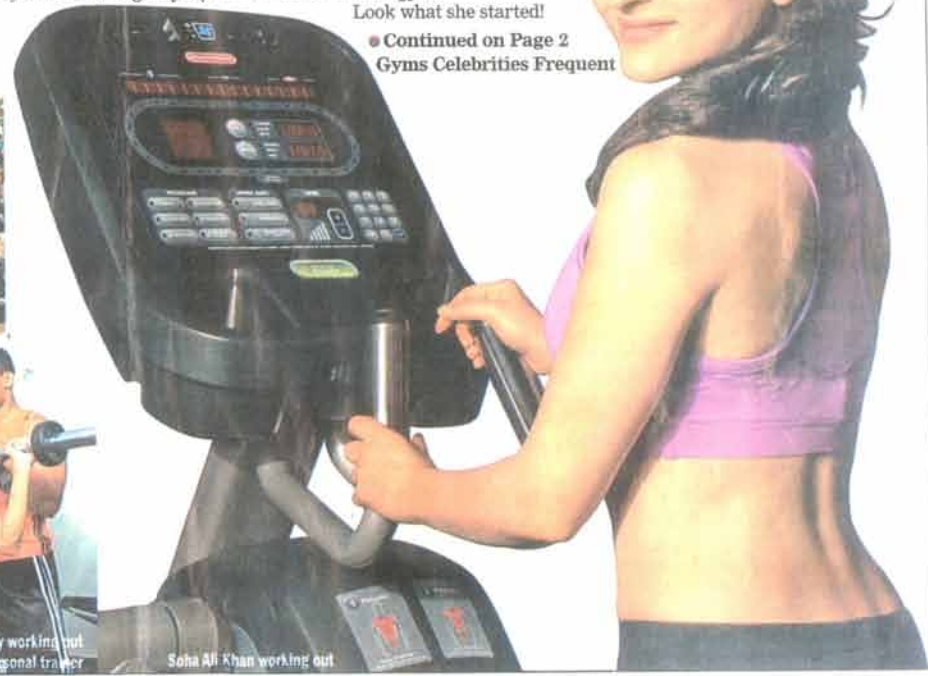
John Abraham



Hrithik Roshan pumping iron



Shilpa Shetty working out with her personal trainer



Soha Ali Khan working out

● Continued from Page 1
— How the bold get beautiful

Name: Gold's Gym
Annual gym membership fee: Rs 33,000 approx.
USP: Members can avail any centre across India and abroad while travelling; complimentary lockers, steam room and towels.
Activities: Power yoga, cross training, cardio, salsa, Bollywood blast, kick boxing, taekwondo, body toning etc
Clientele: Salman Khan, Katrina Kaif, John Abraham, Bipasha Basu, Ranbir Kapoor etc.
Location: Garden View, J Mehta Marg, Napean Sea Road, Mumbai. Ph: 2369 4654

Name: Moksh
Annual gym membership fee: Rs 35,000 approx.
USP: One-stop wellness place to work out, take a massage, get a facial, relieve stress with a yoga session etc
Activities: Yoga, Bollywood dancing, passion yoga, gymming, among others
Location: 75 Bhulabhai Desai Road, opposite the American Consulate. Ph: 2361 0221.

Name: Body Art
Annual gym membership: Rs 21,990 approx. Students, group and couple discount available.
USP: The aerobic workshop classes are very comprehensive comprising step classes, boxercise, Pilates, body sculpt, Swiss ball training etc
Activities: Gym, cardiovascular activities, pilates, personal training etc
Clientele: Lisa Ray, Atul and Gayatri Ruia, Ramona Garware,



Hollywood celebs & their divalicious workout schedules:

- Madonna is a devotee of Ashtanga Yoga and a great fan of the power plate
- Jennifer Lopez gets up at 4 am and hits the gym and eats lots of fruits and veggies
- Eva Longoria does kick-boxing to maintain her svelte figure
- Claudia Schiffer swears by Pilates
- Paris Hilton does reverse crunches, cardio and squats
- Cameron Diaz surfs, hikes and goes snowboarding to be in ship shape
- Sarah Jessica Parker does yoga, runs and climbs stairs

Laila Lamba, Kavita Chougule.
Location: Modi Lounge, ground floor, 13, Walcha Gandhi Road, Off Hughes Road. Ph: 2380 2602

Name: Leena Mogre's Fitness
Annual gym membership: Rs 16,000 approx
USP: Specialises in fitness assessment at all centres. The Thane centre has swimming pools, sports facilities and a day spa!
Activities: Gym, cardio, power yoga, spinning, kickboxing, etc.
Location: Link Corner, 33rd Road, Khar, TPS III. Ph: 2648 1795

Name: Five
Details: Offers counselling services to members; Cuffe Parade branch has a 20 meter swimming pool!
Annual gym membership: Rs 23,000 approx.
USP: Scientific approach to fitness
Activities: Strength training, swimming, aerobics, spinning
Clientele: Amisha Patel, Vivek Oberoi, Akshay Kumar, Dimple Nathalal Parekh Marg, opposite Taj President. Ph: 2216 2525

Name: Mickey Mehta's 360°
Gym Health Beyond Fitness
Annual gym membership fee: Rs 15,000 approx
USP: Tackles the five dimensions of wellness, viz. physical,

USP: Attention is paid to keep the client's workouts and diet
Activities: Gymming, vibro gyming, strength gains gravity training on GTS system etc.
Clientele: Hrithik and Suzzane Roshan, Bipasha Basu
Location: Aman Villa, Bungalow No 6 B, Anand Vihar Chs Ltd, Khar (W). Ph: 6584 8422.

Name: Inch by Inch
Annual gym membership fee: Rs 23,000 approx.
USP: One-to-one training sessions with certified, professional and expert trainers.
Activities: Spinning, power yoga, dynamic yoga, aerobics etc
Location: 95, Parijat Bldg, Marine Drive. Ph: 2282 8885/6

physiological, psychological, emotional and spiritual
Activities: Yoga, meditation, boot camp, agility drills, aerobics etc
Location: 29, Kohinoor, Hughes Road. Ph: 2380 4981/4621

Name: Watson Fitness
Annual gym membership fee: Depends on classes taken and how many times per week.



Ranbir Kapoor